

# SMTXNeighborhoods



# Thank You!

1. Sustainability  
Open Houses

3. SUPO - TxSTATE

2. Spring  
Concert Series

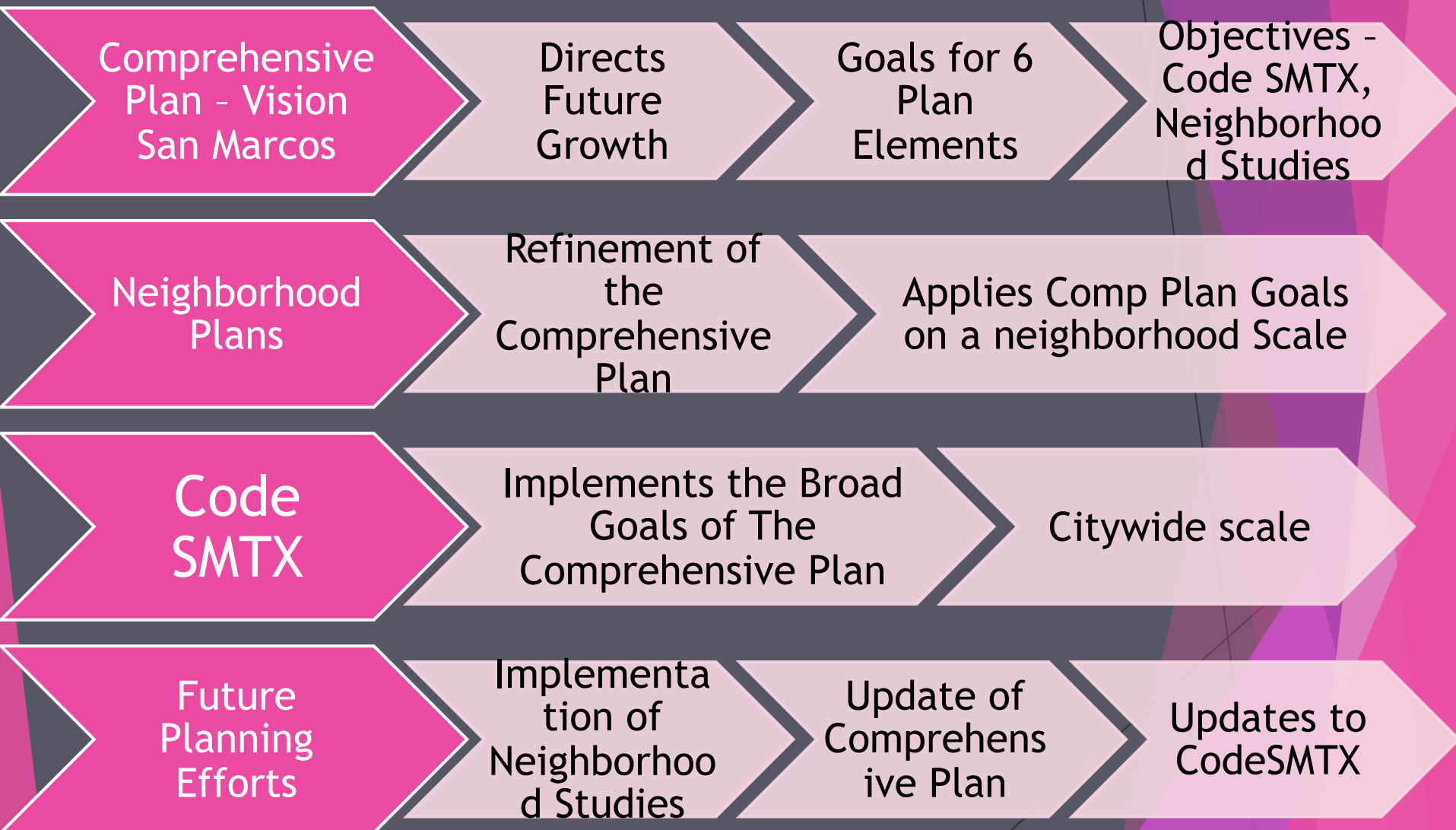
4. CIP Meetings



5. Childcare  
at each  
Workshop

6. CONA

# Planning in San Marcos



# What is your Role in the Planning Process

Comprehensive  
Plan

Neighborhood  
Character Plan

City of San  
Marcos

Policy

Applied

Executed

# Vision San Marcos Comprehensive Plan has Three Parts

## Description of the 6 Plan Elements

- ▶ Economic Development
- ▶ Environment & Resource Protection
- ▶ Land Use
- ▶ Neighborhoods and Housing
- ▶ Parks, Public Spaces and Facilities
- ▶ Transportation

## Preferred Scenario Map



## Goals and Objectives

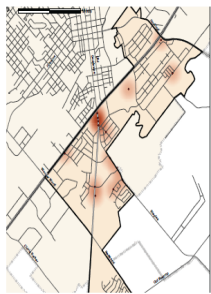
- ▶ Protect Neighborhoods by directing growth to activity centers
- ▶ Diversified Housing Options
- ▶ Collection of connected parks and greenspaces
- ▶ Multi-modal and bicycle friendly transportation options

# Neighborhood Character Plans will include:

## Description of Character

### EASTERN NEIGHBORHOOD STUDY AREA

#### ANALYSIS



#### GENERALLY

Vacant, developable land exists directly adjacent to this study area along the eastern and southern boundaries. As these properties develop, they should be considered for incorporation into this Study Area to continue the unique character that exists.

The following contains a summary of the results of the City Staff analysis of the DNA of this Study Area, and the results of the public's Brand Your Neighborhood Kits. This summary of results is intended to provide a snapshot of the existing character of the Study Area.

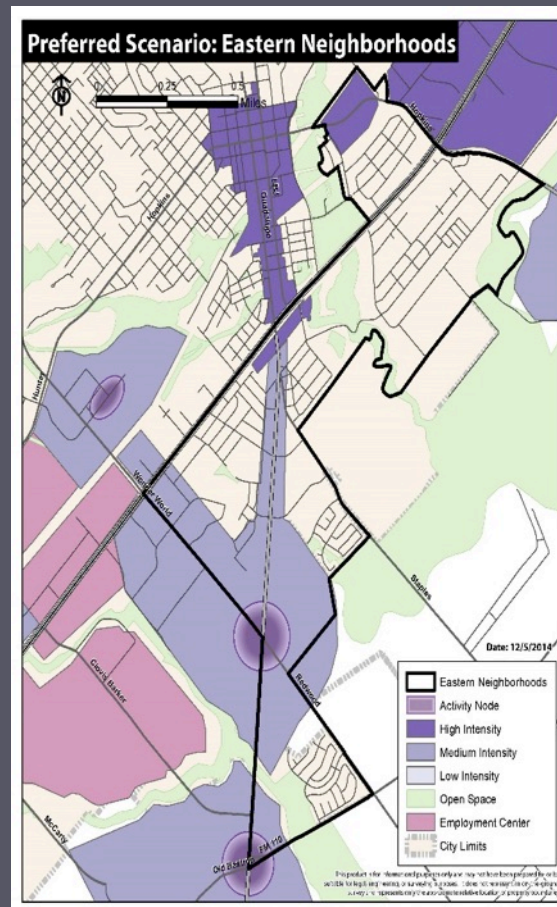
#### ECONOMIC DEVELOPMENT

Comprehensive Plan Vision Statement - "We envision San Marcos with economic, educational and cultural opportunities that develop a stronger middle class and grow our local economy. We foresee a vibrant community that strategically leverages the University and all available community assets to support environmentally sustainable industry, technological excellence, local business development and the arts."

Vision San Marcos Policies: Create abundant opportunities for economic development, Increase workforce and education excellence, Generate quality entrepreneurial and employment opportunities, Enhance the local economic environment, Generate sports and eco-tourism

- Economic Development opportunities exist along the major corridors: IH 35, Highway 80 & Wonder World Drive.
- Current development patterns along these higher speed roadways are automobile oriented.
- Little consideration is given to those within walking or bicycling distance.
- This study area includes many of the major commercial attractions, drawing traffic from all around the city.
- Residents of the Study Area wished to see more local, and more accessible businesses and restaurants.
  - For example, the QC Meat Market is directly adjacent to the Wallace Addition neighborhood.

## Preferred Development Map



## Objectives

- Every Household in the Eastern Neighborhood should have access to a park or greenspace within a ¼ mile walk
- Provide a high quality safe pedestrian and Bicycle Connection to Downtown San Marcos from each Neighborhood

# timeline

2014

Study Area Boundaries  
Endorsed

April

Code SMTX  
Bus Tour

July

Brand Your Neighborhood

October

2015

Neighborhood Workshops

Spring



Draft Character Plans  
Made Available

Summer

Open House

Fall

Adoption Hearings

Winter

# WORKSHOP OUTLINE

Part I - Introduction and purpose

Part II - Map Exercise -

- ▶ Identifies Preservation Areas, Corridors, Transitions, and Re-development areas
- ▶ Needed Services - ¼ mile walk
- ▶ Transportation Connections

Part III - Neighborhood Objectives

- ▶ Apply Policies from Vision San Marcos in each Neighborhood
- ▶ Groups will work on formulating specific objectives for their Neighborhoods



# DISCUSSION GUIDELINES

- ▶ Take time to listen, reflect and ask questions
- ▶ Respect differences and consider the value of all ideas
- ▶ Critique ideas, not people
- ▶ Everyone participates, no one dominates
- ▶ Speak one at a time
- ▶ Be concise and stay on time and on topic
- ▶ Speak only for yourself



# ROLE OF FACILITATORS

- ▶ Help group by making sure the process is clear
- ▶ Help make sure everyone has a chance to contribute their ideas and that ideas are clearly captured.
- ▶ Help group stay on track and on time so we can be sure to get everyone's input.
- ▶ Not technical expert but will help ensure technical questions get answered by City staff.



# Part II Map Exercise

# Protecting Character

# Preserving Open Space



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# Corridors



# Transitions

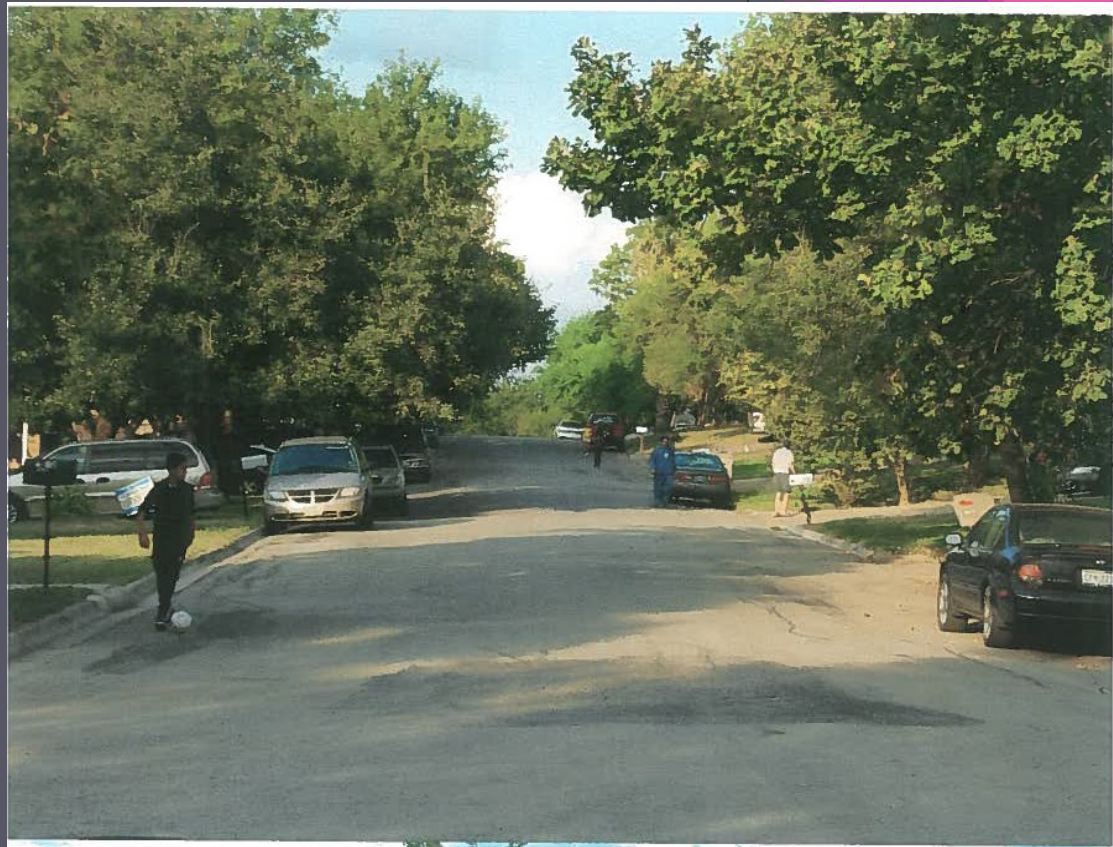


# Redevelopment

# Walkability

## How is it measured?

1. Number of People
2. Destinations
3. Distance



# MAPPING EXERCISE

## PURPOSE

- Tell us what areas are important to protect and preserve.
- Identify areas of transition, such as corridors and centers that can be enhanced as new development, infill, or redevelopment occurs.

# PROCESS OVERVIEW

- Get familiar with the map & place a “DOT” where you live.
- Work together to **identify** areas to protect and preserve.
- Consider areas of transition, such as along corridors and in centers, and identify the kinds of parks, services, housing and transportation improvements you’d like to see change or improvement as new development, infill or redevelopment occurs over time.

# Note About Discussion Guidelines

- Discussion Guidelines are what make it possible for you to intervene if group goes off track.
- Must get agreement that they'll abide to guidelines before beginning exercises.
- Guidelines will be posted on wall so you can reference them.

## An effective facilitator

- Is neutral and demonstrates no bias – a facilitator is NOT a participant
- Does not take on an expert role on the subject matter
- Intervenes as necessary to remind the group of guidelines, refocus the conversation, probe for deeper thinking, call for clarification

An effective facilitator:

- Encourages everyone to join in the conversation
- Creates an atmosphere of acceptance of all ideas and persons
- Keeps the discussion focused on issues not personalities
- Is courteous, open and even-handed

## Facilitation tips

- Be aware of body language – especially yours!
- Draw people out (i.e. “How about ideas from folks we haven’t heard from yet”)
- Help people make their points / Reflecting and clarifying
- Ensure your own neutrality -
  - Don’t offer your own ideas or contribute content
  - Don’t ask leading questions

# Part III Objectives

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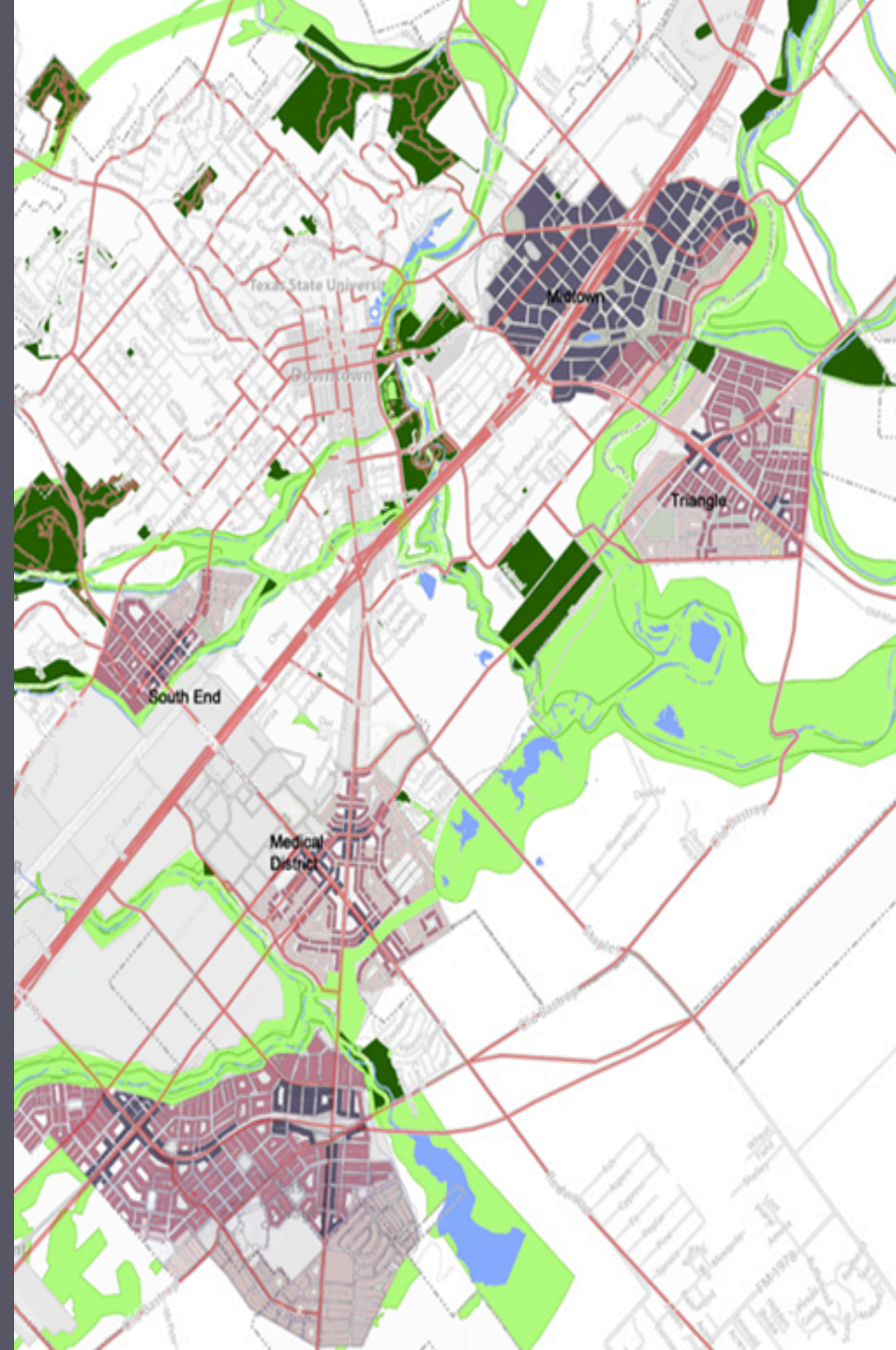
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# Vision San Marcos Policies

- ▶ Protect Neighborhoods by directing growth to activity centers
- ▶ Diversified Housing Options
- ▶ Collection of connected parks and greenspaces
- ▶ Multi-modal and bicycle friendly transportation options



# Objective

# Measurable

Sidewalks



Annual Miles of Sidewalk added

Parks and Recreation opportunities



Number of residences with access within  $\frac{1}{4}$  mile to a park or greenway

Maintain the character in ??? Corridor



Rezoning ??? Area to match existing character

Make my neighborhood more walkable



Improving the overall Walkability Score from ?? to ??

Provide Traffic calming on this road



Add this road to the CIP project and implement corridor based re-zoning

# GENERATING LOCAL OBJECTIVES FOR VISION SAN MARCOS GOALS

## PURPOSE

- Generate ideas for specific objectives that will apply Vision San Marcos policies / goals to your neighborhood.
- Identify which of those objectives you are most excited about.

# Objective Criteria

- Consistent with the intention of the San Marcos Vision Policy / Goal
- State what you want (not what you don't want)
- Specific and quantifiable
- Realistic and relevant

## GETTING STARTED - 5 minutes

- Review the goals listed on the back of your worksheet.
- Under each, write down ONE objective that you think will help achieve that goal in your neighborhood.

## DISCUSS FIRST GOAL - 10 minutes

- Everyone takes turns reading the ONE objective that they wrote down related to the goal being discussed at your table.
- The facilitator will capture each idea on the flip chart.
- Make sure objectives meet the criteria above.
- If time allows, add any other objectives that your group thinks are important.

## DISCUSS NEXT GOAL - 10 minutes per goal

- Move on to the next goal and review the objectives identified by previous group.
- See if there are any similarities to the objective that you wrote down.
- Add any new ideas for objectives to the flip chart.
- Repeat this process for final two goals.

## PICK YOUR TOP OBJECTIVES

- Before leaving the workshop today, review the objectives generated by the group.
- Place ONE sticky dot next to ONE objective under each of the four separate goals that you are most excited about for your neighborhood (*each person has four sticky dots*).

# Vision San Marcos Goals

*Start with these goals:*

TABLE 1 - Protect Neighborhoods by directing growth to activity centers

TABLE 2 - Multi-modal and bicycle friendly transportation options

TABLE 3 - Diversified Housing Options

TABLE 4 - Collection of connected parks and greenspaces

# Notes on Note Taking

- Good meeting notes are:
  - Brief
  - Clear
  - Legible
  - Accurate
  - Well organized
- Be sure to confirm you understand what is being said
- Capture wording as accurately as possible
- Don't change what previous groups have said

# Notes on Note Taking

Put Goal # and Name on top of every flip chart page

1. Neighborhoods
2. Transportation
3. Housing
4. Parks/Greenspace

Put page number on bottom of every page

Make sure legible and clear

## PICK YOUR TOP OBJECTIVES

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# Sign up for workshops!

- [Eastern Neighborhood](#) - Saturday, April 11, 2015 - 1:30-3:30 p.m., KAD Store, 820 Sturgeon Dr.
- [Northwest Hills Neighborhood](#) - Saturday, April 18, 2015 - 10:00 a.m. - noon, First Lutheran Church, Multipurpose Room, 130 W. Holland Street.
- [Northern Neighborhood](#) - Saturday, April 18, 2015 -2:00-4:00 p.m, The Old Mill, 101 Uhland Road.
- [Western Neighborhood](#) - Saturday, May 2, 2015 - Time & Location TBD
- [Heritage Neighborhood](#) - Saturday, May 9, 2015 - 10:00 a.m. - noon, The Price Center, 222 W. San Antonio St.
- [Willow Creek Neighborhood](#) - Saturday, May 23, 2015 - Time & Location TBD









*Cafe*

CAFE ON THE SQUARE

*Great* *Donuts*

Starbucks















